

**The
Grocer**



charts that
explain UK
attitudes to...
deodorant



Unilever

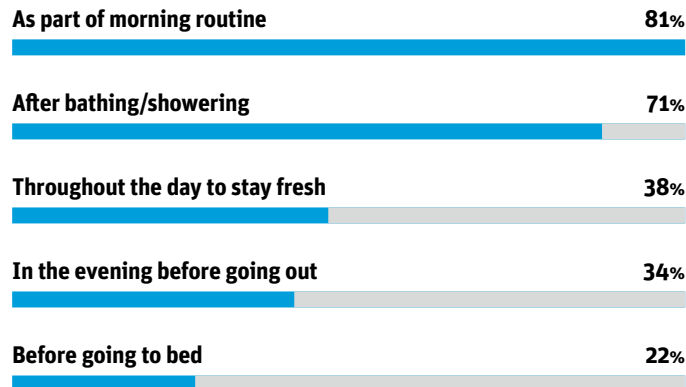
All you need to know about deodorant (but were too shy to ask)

We've polled 500 deodorant users to reveal the fragrant truth about why, when, where and how often people apply deodorant and more. The results shed light on personal care routines in intimate detail and point to the next big growth opportunities for this £750m category...

1 Most people apply deodorant as part of their morning routine...

That 81% of users apply deodorant as part of their pre-work routine means **mornings are the number one usage occasion for deodorant**. Seventy-one per cent do so after taking a bath or a shower, making this the second most important occasion. While this may be expected, what might raise eyebrows is the fact the vast majority (89%) continues to reapply deodorant during the day. Thirty-eight per cent – rising to 44% of people aged between 18 and 34 – say they use deodorant throughout the day to stay fresh and 34% reapply before going out in the evening. Twenty-two per cent of people told us they tend to apply deodorant before going to bed, with one in four (25%) women doing so.

When do people tend to apply deodorant?

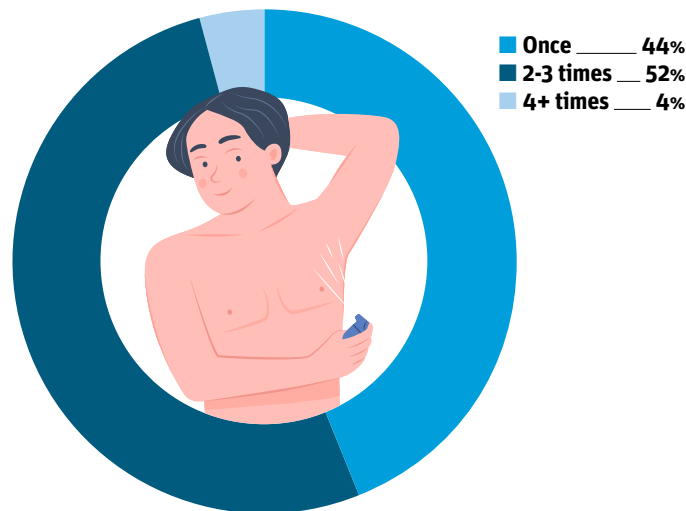


Source: Toluna poll of 500 GB deodorant buyers

2 ... and reapply it several times to freshen up throughout the day

So, a squirt under each arm in the morning isn't enough for most deodorant users. "What stands out most is just how embedded deodorant is in people's daily lives," says Monique Rossi, deodorants category lead at Unilever. "It's clear deodorant plays a dual role as both a hygiene essential and a confidence product." Particularly for younger people. **Ninety-five per cent of people aged 18 to 34 use deodorant multiple times in a typical day, versus 83% of over-35s.** Of those who tend to use deodorant throughout the day, multiple reapplications is the norm, not the exception. Forty-four per cent of people in this group say they tend to reapply once, 52% do so two to three times a day and 4% four or more times.

How often do people reapply deodorant in a typical day?

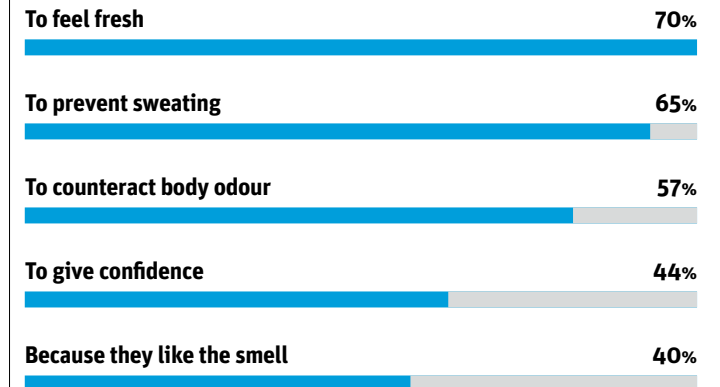


Source: Toluna poll of 500 GB deodorant buyers

3 Deodorant gives people the feelgood factor

Deodorant isn't only for making people smell better. How it makes them feel is also crucial. In fact, **70% of people say they use deodorant to feel fresh, making this the top reason for using it.** Sweat prevention is next, cited by 65% of people, followed by keeping the dreaded BO at bay (57%). Forty-four per cent say they apply deodorant to give them confidence, while 40% use it simply because they like the smell. "There isn't a single deodorant shopper, even within gender groups," says Rossi. "While the core needs of freshness, sweat control and confidence are universal, the way those needs are met varies, driven in part by physiological differences such as sweating patterns, skin sensitivity and scent preferences."

Why do people use deodorant?

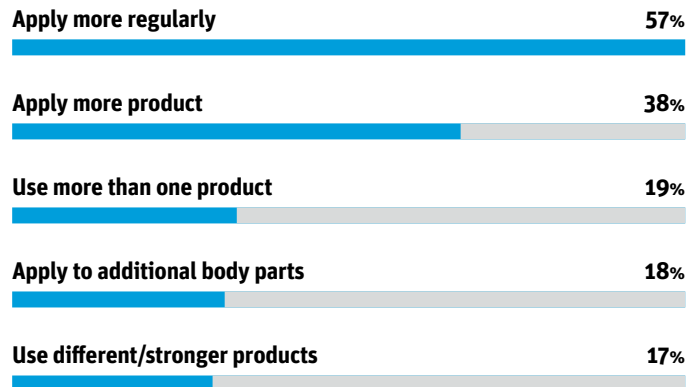


Source: Toluna poll of 500 GB deodorant buyers

1 Deodorant usage rises when the weather gets warmer

Deodorant sales boomed last year, surging by 8.7% to £749.1m on units up 3.1% [NIQ 52 y/e 6 September 2025]. Innovation played a key role in that growth. That last summer was the hottest on record likely did too [Met Office]. **More than half (57%) of people use deodorant more regularly in warmer weather and 38% apply more product in each application.** Our poll also shows that 19% use additional deodorants or anti-perspirants to stay fresh in the summer, 18% report applying to additional parts of the body and 17% switch to stronger products. Similar but converse trends shape deodorant use in colder months. While 37% say usage doesn't change in winter, 35% report applying less often and 23% apply less product.

How does deodorant use change in the summer?

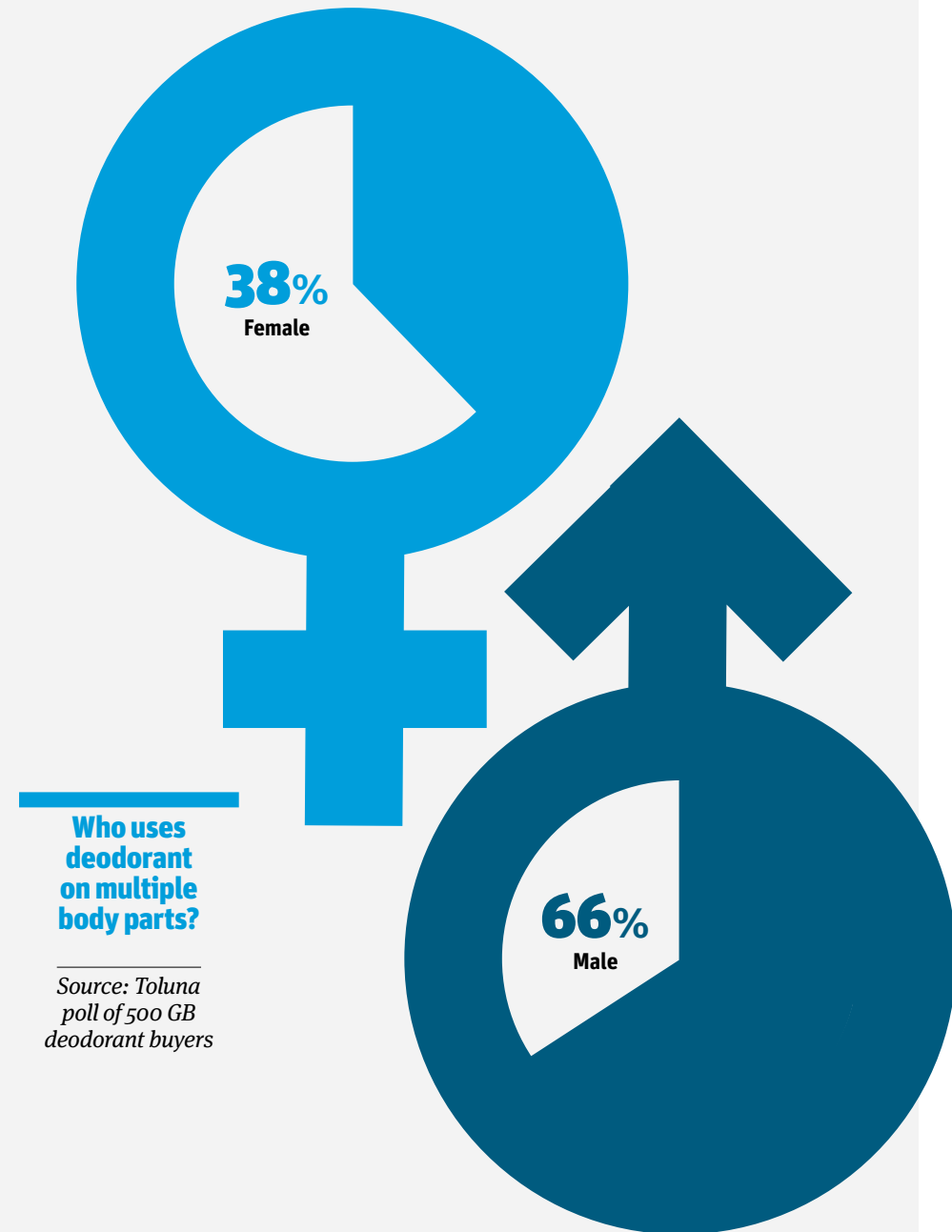


Source: Toluna poll of 500 GB deodorant buyers

5

Two-thirds of men apply deo all over

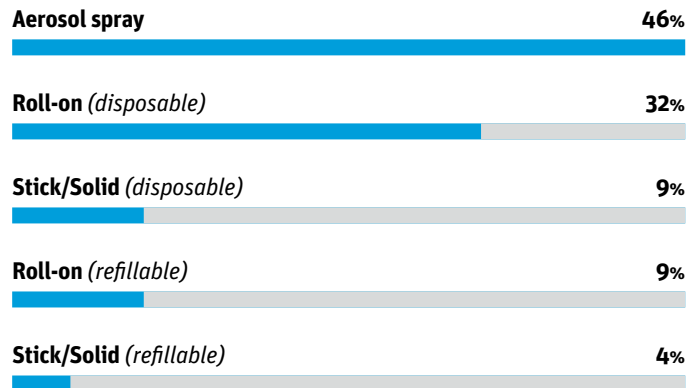
It's not just armpits that need freshening. **Fifty-one per cent of deodorant users apply it to more than one body part.** But this varies largely on gender and age. Two thirds (66%) of men say they apply deodorant to more than one body part, versus 38% of women. People aged between 18 and 34 are also more likely to apply all over: 59% versus 45% of over-35s. "Whole body deodorant is an important growth driver, not as a novelty but a response to a real behavioural shift," says Rossi, pointing to the 2025 launch of Sure Whole Body, which racked up more than £6m in its first year [NIQ y/e 27 December 2025]. "That's why we've expanded with Dove and Dove Men+Care Whole Body, alongside new Sure and Lynx scents, to offer choice across performance and skincare-led propositions."



6 Aerosol deodorants are still the most popular format

People are spoiled for choice when it comes to deodorants these days. But one format still dominates. **“Aerosol remains number one in deodorants and is the key category value driver,”** says Rossi. Nearly half (46%) of people prefer aerosols; 32% plump for disposable roll-ons and 9% go for disposable solids. Not that it’s always a case of either/or. “Roll-ons, sticks and refillables are used to complement aerosol depending on need or context, rather than replace it,” says Rossi. Refillables represent a key opportunity, she adds: “While still relatively small, they’re growing quickly and now account for around 4% of the market, with strong resonance among younger and more sustainability motivated consumers.”

Which deodorant formats do people prefer?



Source: Toluna poll of 500 GB deodorant buyers

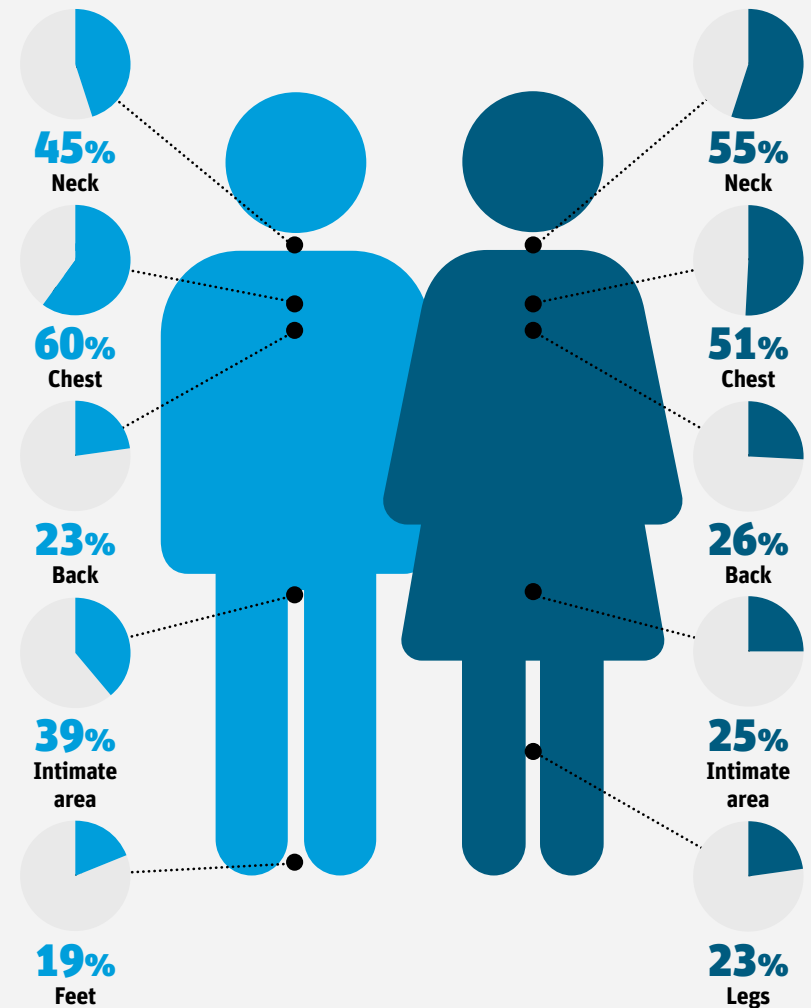


Revealed: the body parts most people apply deodorant to

We saved no one’s blushes when 51% of our sample group (283 people) told us they apply deodorant to more than just their armpits. So what other body parts do people freshen up with deodorant? **“Usage beyond underarms extends to areas such as the chest, neck and intimate areas among multi area users,”** says Rossi. Men tend to apply it most liberally (Chart 5), with 66% using it on multiple body parts compared with 38% of women. Sixty per cent of them apply it to their chests, 45% to their necks, 39% to their privates and 23% to their backs. Of the 111 women who apply deodorant to multiple body parts, the neck (55%) and chest (51%) are most commonly cited, followed by the back (26%) and intimate areas (25%). People’s reasons for using deodorant on their bits as well as their pits are largely in line with those outlined in Chart 3: 66% to stay fresher for longer, 58% to control sweating, 50% to manage odour and 37% for skin comfort. “Whole body formats directly meet these needs, particularly around irritation-free protection and gentleness on skin,” adds Rossi. “Dove Whole Body, in particular, overindexes on skincare credentials and comfort.”

Other than under arms, where do men and women apply deodorant?

Source: Toluna poll of 500 GB deodorant buyers



8 Deodorant before a date is a must for 87% of people

Most people we spoke to wouldn't dream of engaging in certain activities without first applying deodorant. Dating tops the list, with 87% saying they'd feel uncomfortable on a date if they weren't wearing deodorant, closely followed by socialising (85%), going to work (84%) and exercising (82%). Nearly three quarters (74%) wouldn't feel comfortable being intimate with a partner if they weren't wearing deodorant. **Our poll suggests women are more likely to feel uncomfortable without deodorant in these situations than men.** Deodorant before a date is a must for 90% of women and 89% wouldn't feel comfortable going to work or socialising without it. It's 86% for exercising and 78% for being intimate with a partner.

What do people feel uncomfortable doing having not used deodorant?

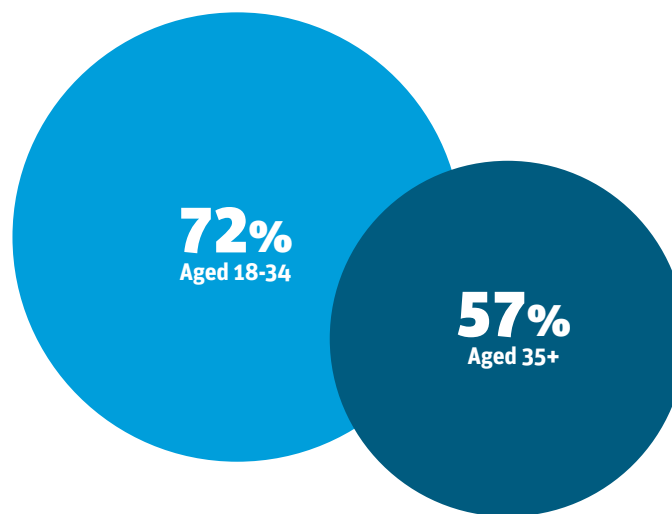


Source: Lumina Intelligence survey of 1,000 UK adults

9 Younger people are prepared to pay more for sustainable deos

Our research also reveals differences between the preferences of younger and older deodorant users. For example, 72% of 18 to 34-year-olds will pay more for deodorants with sustainable credentials, versus 57% of over-35s. **“Younger shoppers tend to be more experimental – more open to trying new formats, using different products and adopting refillable formats,”** says Rossi. “This is where Wild and Dove Refillables play distinct but complementary roles. Wild appeals strongly through a natural-leaning proposition and distinctive brand personality, while Dove Refillables broaden the appeal of refills by combining trusted skincare credentials and 72-hour sweat and odour protection in a premium refillable format.”

‘I’m prepared to pay more for sustainable deodorant’ – who agrees with this statement?

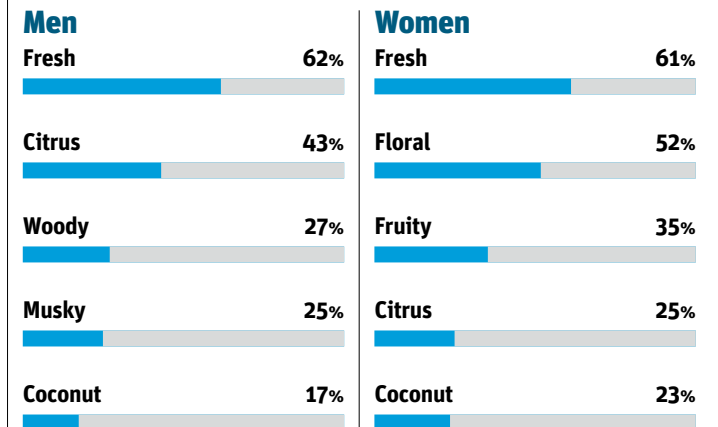


Source: Lumina Intelligence survey of 1,000 UK adults

10 ‘Fresh’ fragrances are number one for men and women

As we've seen, most people use deodorant to feel fresher. It's no surprise, then, that 'fresh' fragrances are most in demand from men and women. “Women typically engage with a broader fragrance palette, while fresh and aquatic scents remain strong across both genders,” says Rossi, who also notes that 51% of our sample group layer fragrances from multiple sources (for example, deodorant and perfume) as part of their personal care routines. **“Deodorant is no longer just functional – it's part of how people express themselves and build an all-day scent profile,”** says Rossi. “Layering is becoming more mainstream. This points to substantial headroom for growth for the category.”

What are the most popular fragrances?



Source: Lumina Intelligence survey of 1,000 UK adults